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AGE, DESIRE AND BARRIERS TO INCREASED ATTENDANCE
AT PERFORMING ARTS EVENTS AND ART MUSEUMS

63 percent of American adults (about 104 million) wanted to attend more jazz music concerts, classical music concerts, opera performances, musical plays and operettas, non-musical plays, ballet, and art museums according to the Survey of Public Participation in the Arts, 1982.

The desire to increase attendance varies substantially with age: 72 percent (about 42 million) of the 18-34 age group, 63 percent (about 24 million) of the 35-49 age group, 57 percent (about 21 million) of the 50-64 age group, and 48 percent (about 16 million) of the 65+ age group wanted to attend more.

The pattern combining events, age, and desire for increased attendance is similar for five of the arts activities. This pattern is the desire to attend more increasing from the youngest age group to reach a high in the mid-years and then declining. There are some differences of degree for the individual arts activities as shown in the accompanying table. However, the findings about the desire for increased attendance at jazz music performances and at opera performances depart substantially from the general pattern. The desire for increased attendance at jazz music concerts is greatest for the 18-24 age group. In this youngest group in the survey, 27 percent desire to increase jazz music attendance compared with the average of 18 percent for all age groups. The proportion of persons in each of the other age groups wishing to attend more jazz music concerts declines progressively and is only 5 percent for the oldest group. The pattern for opera performances is the reverse of that for jazz music. The youngest age group in the survey has the least desire to increase opera attendance but the proportion desiring more opera increases with age. The oldest age group expresses the greatest desire for increased attendance at opera performances.

Not enough time is the most frequently cited barrier to more attendance for the 18-64 age group, but the 65+ age group ranks this barrier eighth and only 12 percent cite it compared to 43 percent for all adults.

Art form not available is mentioned about as often by each of the age groups, who cite it second or third most frequently. It is cited by 27 percent of the 18-34 age group, 27 percent of the 35-49 age group, 29 percent of the 50-64 age group and 25 percent of the 65+ age group.

Too far to go was the fourth most frequently mentioned barrier. Similar to art form not available, the barrier of too far to go was mentioned about as often by each of the age groups: 19 percent of the 18-34 age group, 17 percent of the 35-49 age group, 21 percent of the 50-64 age group and 22 percent of the 65+ age group.

Age or health problems are cited as the tenth ranking barrier for all adults but the ranking varies substantially with age. It is sixteenth for the 18-49 age group, tenth for the 50-64 age group and is the most frequently cited barrier for the 65+ age group.

Poor performance time refers to the hours and days when performances are available. As a barrier, this is ranked fifth on average among the barriers and there is little variation between the age groups from 18-64. The 65+ age group drops the relative ranking of this barrier to eleventh and it is cited by only 5 percent of this senior group compared with 21 percent of persons in the 35-49 age group.

No one to go with is another barrier that shows marked differences for the several age groups. The overall ranking is seventh and while it only varies from eighth for the 18-34 age group to sixth for the 65+ age group, there is a substantial difference in the proportions of persons in the age groups who cite this barrier. About 8 percent of the 18-34 age group, about 7 percent of the 35-49 age group, about 13 percent of the 50-64 age group, and about 14 percent of the 65 and over age group cite this barrier.

Too expensive is a barrier that ranges widely for the different age groups. It is greatest to the youngest and least important to the oldest age group. Both the ranking and the proportion of persons citing this barrier declines with age. 34 percent of the 18-34 age group mention it compared with 17 percent of the 65+ age group. It is the second most mentioned barrier for the 18-34 age group compared with the fifth most mentioned barrier for the 65+ age group.

Fear of crime is a barrier that is most important to the oldest age group. It is cited by 1 percent of the 18-34 age group, 2 percent of the 35-49 age group, 4 percent of the 50-64 age group, and 9 percent of the 65+ age group.

Forecasts about the future can make use of the information in the tables that are part of this Note. The 18-34 age group is by far the largest in numbers with over 67 million persons. This group is sometimes referred to as the "baby boom." The desire for increased attendance and the barriers reported by the baby boom group differ in certain ways from the older age groups. If one assumes that baby boomers will adjust their attendance desires as they grow older and adopt attendance patterns similar to those reported by the older age groups, that implies a general expansion of audiences for the arts covered in the survey. Alternatively, if one assumes that the baby boomers are inherently different and will maintain their current participation preferences as they age, this will have a very different effect on the arts future. For example, opera performance attendance would suffer and jazz concert attendance would benefit dramatically under the second assumption.

CAVEATS: The data used in this Research Division Note were obtained from a national sample of 17,254 adults interviewed for the National Endowment for the Arts by the U.S. Bureau of the Census. More information about the data available from the Survey of Public Participation in the Arts may be obtained from the Research Division.

AGE AND THE DESIRE TO INCREASE ATTENDANCE AT PERFORMING ARTS EVENTS AND ART MUSEUMS

Survey of Public Participation in the Arts - 1982

<u>Age Group</u>	<u>Number of Persons (thousands)</u>	<u>Jazz Music</u>	<u>Classical Music</u>	<u>Opera</u>	<u>Musical Plays / Operettas</u>	<u>Plays</u>	<u>Ballet</u>	<u>Art Museums</u>
Full Adult Population	164,575	18%	18%	7%	33%	25%	12%	31%
18-24 yrs.	28,641	27	12	3	28	23	12	32
25-34 yrs.	38,622	26	19	6	35	30	13	40
35-44 yrs.	27,471	17	22	8	36	28	12	33
45-54 yrs.	22,267	16	23	10	38	28	13	29
55-64 yrs.	21,995	10	18	9	33	22	10	25
65-74 yrs.	15,949	8	16	10	28	17	10	22
75-96+ yrs.	9,630	5	17	12	25	14	11	18

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AGE AND THE PERCEPTION OF BARRIERS TO INCREASED ATTENDANCE AT PERFORMING ARTS EVENTS AND ART MUSEUMS

Survey of Public Participation in the Arts - 1982

	<u>Full Adult Population</u>		<u>18-34 Age Group</u>		<u>35-49 Age Group</u>		<u>50-64 Age Group</u>		<u>65 & Over Age Group</u>	
No. of Persons in Group	164,575,000		67,147,000		38,675,000		33,079,000		25,674,000	
Percent Desiring More Activity	63.0%		71.6%		63.2%		56.8%		48.1%	
<u>Type of Barrier</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>	<u>Rank</u>	<u>%</u>
Not enough time	1	42.6	1	46.7	1	54.0	1	37.6	8	11.9
Too expensive	2	29.9	2	34.4	2	30.9	3	25.4	5	17.0
Art form not available	3	27.2	3	27.2	3	26.6	2	29.3	2	25.2
Too far to go	4	19.0	4	18.5	5	17.1	4	21.4	3	21.5
Poor performance time	5	15.8	5	16.3	4	21.2	6	14.4	11	5.1
Lack of motivation	6	13.8	6	13.0	6	13.7	5	15.8	7	13.8
No one to go with	7	9.2	8	7.7	7	7.1	7	12.9	6	13.8
Transport/traffic/parking problem	8	8.6	9	7.4	9	6.5	8	8.2	4	18.3
Babysitter or child care problem	9	6.8	7	10.3	8	6.9	16	1.4	16	1.5
Age or health problem	10	4.7	16	0.8	16	0.7	10	5.8	1	25.9
Poor quality of art form	11	4.0	10	3.4	10	3.8	9	6.4	13	3.1
Fear of crime	12	2.8	15	1.3	11	1.7	11	3.6	9	9.4
Prefer to watch TV	13	2.0	14	1.6	13	1.5	12	2.6	12	3.8
Tickets sold out	14	1.8	13	2.1	12	1.7	13	1.8	18	0.5
Lack of knowledge of events	15	1.7	11	2.6	14	1.3	17	1.1	19	0.4
Work related problem	16	1.6	12	2.1	15	1.1	15	1.7	20	0.2
Problem related to handicap	17	1.2	21	0.2	21	0.3	14	1.8	10	5.9
Feel uncomfortable	18	0.9	17	0.7	17	0.7	18	1.0	15	1.9
Prefer something else	19	0.6	18	0.5	19	0.4	20	0.7	17	1.0
Don't go out at night	20	0.6	22	0.1	22	0.2	19	0.9	14	2.8
Don't know	21	0.5	19	0.5	18	0.5	21	0.6	21	0.2
Moved recently or in transit	22	0.2	20	0.3	20	0.3	-	NA	-	NA

Percentages for types of barriers sum to over 100% because of multiple choices by survey respondents.